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U. S. Department of Agriculture



oaded With Townsends' High Grade Strawberry Plants Ready For Shipment.

# STRAWBERRY WORLD

*Published in The Interest of Market and Home Gardeners*

**SPRING NUMBER**

Supplement to Townsends' 20th Century Catalogue



## The Beginning of The Townsend Nursery Business

Prior to 1900, the founder of this business, who is now President of E. W. Townsend & Sons Nurseries, was engaged in strawberry growing on a commercial scale. He was the manager of the E. W. Townsend Co., which Company at that time was probably the largest strawberry growing concern in the country. Some years more than 400 acres of berries were grown by this concern.

It was by giving his personal attention to this business that later led the Founder to become highly interested in the propagating of plants for breeding purposes. His first work was in breeding better plants for the Company's own use. The extra vigorous strain of plants produced by this Plant Breeder soon attracted the attention of the local growers, and his surplus plants was quickly sold to them.

The work was carried on for several years in this way. All the sales of plants being made in a local way. The year 1905 was a disastrous year for the E. W. Townsend Strawberry Co. There was one of the greatest over production of strawberries that year. As a result prices were low, in fact the bottom went out. There was no market during the rush season. The Strawberry Co. was dissolved. In fact it had grown to be too large a concern for this community, and it was hard to make an acreage of 300 to 400 acres of strawberries pay big dividends every year, as the picking and packing of such a large acreage could not be given proper attention, and not enough of skilled labor could be found to do the work. Our only way to get the berries picked was to hire men thru the employment agencies from the city and have them shipped down in boat loads. Plenty of these laborers had never seen a strawberry growing, and the mess that they made of a berry field in a few days was something fierce. This experience led me more than any thing else to always discourage the planting of too many acres of strawberries, as one acre well cultivated and well managed is worth several acres half done.

At this time I had made up my mind that there was a living to be made by growing good plants for sale. I started with ten acres selling some to the local trade and getting out a price list which I mailed out to a few growers in near by States. My name was known to most of the growers who received my prices, and I received quite a good number of orders the first year. Enough to encourage me to keep on.

The following year was the year I introduced the Townsend Missionary to the Florida Growers. I had picked this variety up on a trip to Norfolk the year before, and it struck me as a good one for long distance shipment such as the Florida Folks needed. It proved to be even more than I had expected at the time. For in less than four years I was selling more than five million plants in a single season to the Florida Growers. So it was the Missionary strawberry that gave me my first start as a plant grower. By 1910, I had increased my acreage to seventy-five acres, had a mailing list of more than 5000 customers. A few years later my oldest son, was able to help me out considerable. An office was built, also a packing house. I had to hire a stenographer to write my letters and help me in booking orders. About this time I originated the Townsends Big Late, which gave me another boost and which has proved to be one of the best late varieties now in use. Also about this time along come the Progressive everbearing strawberry; I bought all I could get of that variety for breeding purposes. I saw during the summer that it was a real everbearing strawberry, and I set practically my whole crop of plants of the Progressive. The following year I was ready to supply Progressive plants. Lots of plant men had gotten a few plants the same year that I had and the demand was so good they were tempted to sell them before they had a good stock. I had the stock and the demand was still there.

Most growers were charging \$50.00 to \$75.00 per 1000 for Progressive. I figured that I had 2,000,000 Progressive plants and that \$20.00 per 1000 was a good profit, and I had no trouble in disposing of my entire two million plants at \$20.00 per 1000.

1912 I bought a large tract of new land and began to clear it up for plants as I had found that New Soil was the only place to grow the best plants. Every year for more than ten years has found us with a large acreage of new land cleared ready for plants. Expensive? Yes Expensive; especially during war times when we had to pay \$3.50 to \$4.00 per day for ordinary labor. But it paid us to stick to it, for by our efforts we have cleared hundreds of acres of new land that is producing the best strain of plants grown in the country today.

In the spring of 1922 we set more than 500 acres of strawberry plants. Besides the acreage to strawberry plants about fifty acres was

## THE BEGINNING OF THE TOWNSEND NURSERY BUSINESS--Continued

set to Dewberries, and several acres to Raspberries and grape vines. 1923 crop of plants was reduced by a 100 acres or more as we had to give up some of our Southern trade owing to the very early season in which they want their plants shipped.

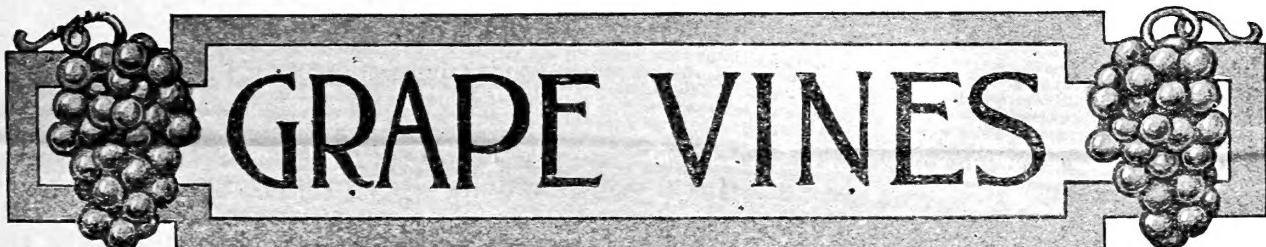
The writer now has with him his two sons, who are able to take great responsibility from his shoulders, besides these are many men who have grown up in the business, who all have an interest in the business and each one is doing his very best to please every customer who sends us an order, and to keep Townsends name as the leading plant growers of the country without a blemish.

It would not be fair in writing this article, if I did not give credit where credit is due. I attribute no small share of my success to my loyal customers, many of my first ones being with me today. It is them that has helped to spread the good news to their neighbors and friends about Townsends plants and Townsends service. Many times a small order in a remote section has in a few years built up a trade in that particular section to many hundreds of

satisfied customers. This business of ours is sort of an endless chain business. Once it is started it is kept going and the results are enormous.

We have done some advertising during these years. But our best advertising has been in selling our customers a grade of plants that would please them so well that our customers have been our very best advertisers. And in return for this service, we have been able to put more money in QUALITY PLANTS AND IN LOWER PRICES which have reacted greatly to the benefit of our customers. This pamphlet contains a number of testimonials along this line which are received by the thousands every year.

There is no man on earth prouder of his list of customers than E. W. Townsend is of his. And no one who works harder to keep them satisfied. I wish it were possible to meet every good customer face to face and have an old fashioned hand shake. But as such cannot be, let us all be satisfied that by doing our best, we are doing all that can be expected of us, and it will be all right in the end.



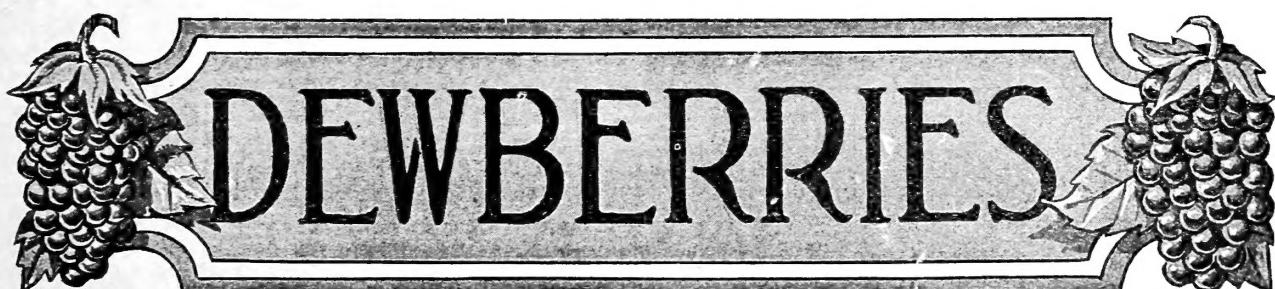
### SPECIAL GRAPE VINE COLLECTION FOR HOME USE

Colors:--Red, white, blue, and black. A collection anyone will feel proud to own. Sent Postpaid anywhere at special price. Guaranteed strong hardy vigorous vines.

4 CONCORD, 2 yr. size .....	Catalog price \$ .80
2 NIAGARA, 2 yr. size .....	" " .60
2 CACO, 2 yr. size .....	" " 1.50
2 HUBBARD, 2 yr. size .....	" " 1.30

We will ship by Parcel Post Prepaid at proper planting time.

Special Prepaid Price Only \$4.00



### SPECIAL OFFER FOR HOME GARDEN

DEWBERRIES or (Blackberries) is one of the easiest crops grown and should be planted in every garden. A bed once started will last for a generation. We recommend the following varieties and quote a very special prepaid price on this collection.

25 AUS LU, best large sweet juicy dewberry .....	List price \$4.50
25 LUCRETIA, large sweet dewberry .....	" " 1.00
10 SNOW WHITE Blackberry, good and sweet .....	" " 4.50
Total List Price .....	\$10.00

Our Special Prepaid Price Only \$7.50

CULTURAL DIRECTIONS--Set plants early in the spring either in rows or down the garden fence, four ft. apart; keep the runners pruned back during growing season to about two ft. and they will form a large bushy plant. Immediately after fruiting every year cut off all growth to six inches above the ground and new wood will spring up and keep pruned back to two feet same as first year. In this way Blackberries are no more in the way than ordinary bush fruit, and no crop planted will pay better. Write for our special prices on large lots. We are Blackberry Specialists.

# QUESTIONS AND ANSWERS

Q. What is the best way to prepare land for strawberries on a commercial scale? Does it pay to use Imperfect flowering varieties when you can get perfect flowerings beds just as good? When is best time to top dress strawberry beds for spring crop? J. H. R. Ill.

Ans. For commercial planting, I recommend that Strawberries should follow some crop such as Peas, Potatoes, or other truck crops where the land has been manured heavily the year before for these crops, unless new land is preivable. It is best to plow the land in the late fall for strawberries and leave in the rough during the winter. Top work it over until it is in fine shape, then mark out the rows the desired width with a marker.

It is best plan to have a cultivator with two back teeth in the rear only, wide enough to make a slight ridge down the mark. This prevents the planters from getting plants below the level of the earth, and is also to advantage when giving the first two cultivations, as the plants are not easily covered with the cultivators and also the first hoeing is made much easier, after striking off the little ridge the plants are left level with the earth as they should be. Plants should be kept as near level as possible during the whole season, and at the last working put on a large tooth in the middle at rear end of cultivator, taking off the two front teeth. This leaves a good trench to take the water from the beds during the winter months.

As to using Imperfect varieties will say that it is a fact that many of our best varieties are Pistillates, or Imperfect flowering varieties and should be used by many growers. While of course any grower can choose for himself as to planting them. We believe they are advantageous in many ways. For one thing where the strawberry beetle is a pest the beetle has never been known to bother an Imperfect blossom. Second, by proper pollination, the Imperfect varieties are always better than the varieties they are pollinated with. For instance when Premier, Big Late, and Ford are set in a field together, Big Late in the middle of every plot of ten rows, the Big Late inherits from the two Perfect varieties all the good characteristics of the perfects,

making it the equal of, if not the superior of the trio. On the other hand if you used a variety with Big Late like Glen Mary, or Tenn. Prolific, you would have the Big Late fall down in quality to the equal of the Glen Mary.

Best time to top dress for the spring fruiting crop is just before any new growth starts out in the Spring. Usually a 5-8-5 is the best fertilizer. Chicken manure and Acid Phosphate equal parts at the rate of one ton per acre, if convenient.



Mr. John Trabue, Paris, Ky. Strawberry plants received from you in March have made a fine showing.

## IMPORTANT QUESTION ANSWERED

Q. Is it safe to take plants from an old fruiting bed to set a new bed? Also from Everbearing plants that has fruited heavily all summer? J. L. S., Kansas.

Ans. Absolutely not; nothing but one year plants that have never fruited should be used for setting a new bed, and it is important that the Mother plant should have never fruited. After a strawberry plant has once fruited, it has been exhausted of its fruiting power and will not produce strong offsprings for further propagating purposes.

It is just as important with the everbearing varieties, as the standards and the everbearing plants that are to be used for propagating purposes should be kept from fruiting just as much as possible. The fruiting of the everbearing accounts for many failures in growing everbearing strawberries. I am sorry to say, but most of the plant growers who are offering everbearing plants for sale, let their Nursery plants fruit during the summer and market the fruit in great quantities. The first Champion plants that we bought had fruited a record breaking crop the summer and fall before, hence our plants were of inferior quality and made a very poor showing the first year. It is the same with every variety. Absolutely no fruiting should be allowed on plants that are to be used for propagating purposes.

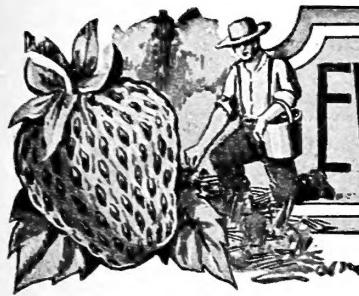
Mr. John W. Brown, of Cedar Rapids, Iowa, wrote us that from the 1000 Progressive purchased from us and set in the same plot with a 1000 purchased from an Iowa Nurseryman, produced four times as many berries as the Iowa plants. Townsends plants are all dug from new beds that have never fruited, and the Mother plants set out came from a strain that has been built up for

the highest fruiting power by fully selecting every year and grown in beds that were not allowed to mat. Each plant getting plenty room and light so as to build up a strong fruiting system. All Townsens plants are built for production and not for runner making. It is from a few fruitful plants in a bed that give the heavy yield, and not from the thickly matted row of barren plants. This method is the secret of our success, and is the cause of our adding thousands of new customers every year. Townsends plants hold the world's record for hardiness and productiveness.

Townsend's Nurseries is situated in a part of the country so that we can give our customers shipment of their orders whenever they want their plants shipped. Our shipping season is from October 1st until May 1st, and sometimes as late as May 15th, but we do not recommend plants being set out in any territory after May 10th, as early shipments are always the best, and the earlier strawberry plants can be set the better the crop.

For example: We shipped two customers in Pa., plants on same day, one set his plants out next day and had the best of success. The other party waited two weeks before setting his plants and he had a complete failure. The first man set his plants April 22nd, the other two weeks later. It is always easy to get plants to grow that are set out early enough. And always hard to get them to grow when set out too late in season.

Best plan is to place orders early, and have plants shipped a week earlier than you expect to be able to plant so you will have them on hand when the planting day comes.



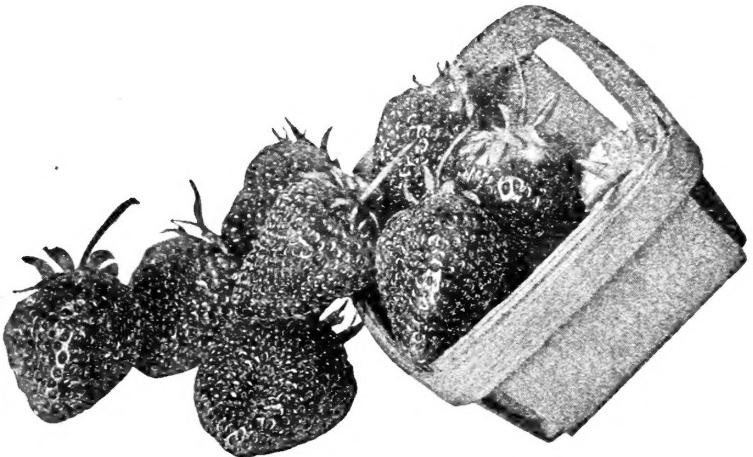
# EVERBEARING STRAWBERRIES

Testing The Worlds

Champion

Everbearer

On Our Farms



Spring 1923 we planted a large plot of the Champion everbearer for fruiting purpose only. We selected a piece of practically new soil that had grown a crop of cow peas last year.

Plants were set in April and the blossoms kept off until July 15th which was as long as we could possibly keep them back. We let the plants make a narrow row. July 15th we spread between the rows 1000 pounds of bone meal and dry fish half and half, to the acre, this was immediately cultivated in, and the plants were kept cultivated every week from time set until October 15th, this was all the manure that was used.

An actual count was made of every quart picked and the actual sales the average per acre was more than 6000 quarts net or \$1200.00 per acre, \$150.00 for each 1000 plants set, and prospect for \$500.00 or more from the spring crop.

We did not make a world record on this crop nor did we try, we just wanted to see what our favorite everbearing variety would do in a commercial way. Less than one-fourth our crop was sold on our local market, as there are a good many everbearing berries grown here; too many, for local use, and we had to ship our ber-

ries to Baltimore and Philadelphia markets, a distance of more than 100 miles. Anyone with good soil, that will give good clean cultivation can do as well. And those who have more favorable markets can do better.

The Champion has been on the market only two years, but it has been widely distributed. We have sold plants in practically every state and have received nothing but good reports from every section. Those wishing to plant something for a quick money crop can not do better than plant Worlds Champion Everbearing Strawberries. And no garden should be without a bed large enough for family use. Prices of plants are remarkable low this season.

Mr. Edw. J. White of N. J.,—writes us November 6th, 1923, as follows: Plants we got from you have done fine despite the dry weather and unfavorable place I had to plant them. They were planted on a hillside with stone and iron ore. I had to shovel dirt to cover plants in some places where it was all rock, but despite this we had plenty big fine berries and the plants all growed fine, some of the berries were as big as apples. I sure want more if we can get the help.

**Special Price to Market Gardeners: 5000 Worlds Champion \$55.00**

## Kindly Order by Number

### Our Southern Garden Collections

Here are some fine garden collections at a wonderful low price. These varieties are at their best in all the Southern states. We call them our Southern Garden Collections because they will endure the hot suns which they will be exposed to. We also include everbearing plants which will begin bearing in August of this year, and next year these gardens will produce abundantly of Big Red Delicious Berries from early Spring until late Fall.

#### NO. 1.

25 MITCHELL'S EARLY  
25 DR. BURRILL  
25 BIG WONDER  
25 CHAMPION Everbearing

\$1.50  
Post  
Paid

#### NO. 2.

50 MITCHELL'S EARLY  
50 EARLY JERSEY GIANT  
50 MARVEL  
100 CHAMPION Everbearing

\$2.25  
Post  
Paid

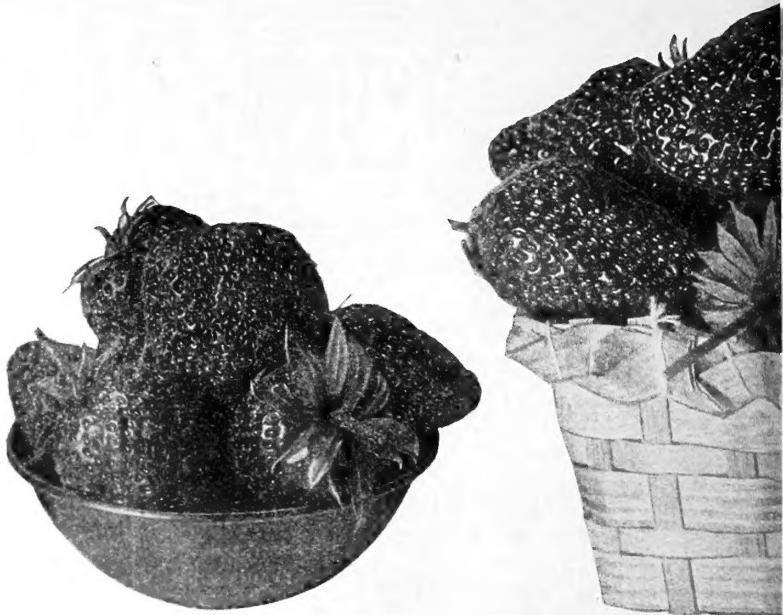
#### NO. 3

100 ST. MARTIN  
100 MARVEL  
100 DR. BURRILL  
150 CHAMPION Everb'r'g.



\$4.50  
Post  
Paid

Treat Your Children Right--Give them  
all the Strawberries They Can Eat.



BIG LATE

### The BIG THREE

#### It's Not A Garden Until

And as a special offer we are combining into Small Garden Collection  
*by The Postman to Your Door Postpaid.*

Our years of experience in the selecting of the best varieties  
drop us a letter ordering any one of these gardens *by number* and we  
make your Garden a Real Garden.

Our one purpose in offering these gardens at such a greatly reduced price  
from the first of the season until *late in the Fall* at a very small cost  
to you and also give you a nice supply for canning, as all the berries  
are ripe at the same time.

#### NO. 4

### Our BIG 4 GARDEN

100 PREMIER

100 FORD

100 BIG LATE

100 CHAMPION Everbearing

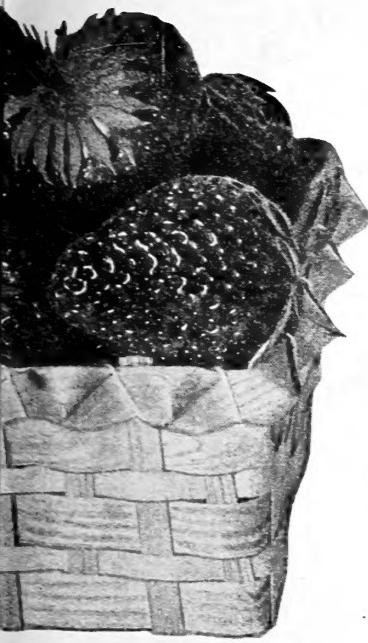
There is no better; good East North, South or West.

Our Special Prepaid Price Only

### Special to No. 9. Our

These varieties are known the country over as having  
producers of fine large berries of the best quality, and  
that will command top prices on any market.

If you wish 1000 each do it



PREMIER

## MONEY MAKERS

You Have Strawberries In It!

ections the Best Varieties Known to The Strawberry World--Delivered

er each section of the country is given you in these gardens. Just will never do a better or more pleasing thing for your family, and

duced price is to furnish every home with Big Red Delicious Berries or production. These gardens are sufficient to take care of your varieties are heavy producers of the finest quality berries,



## Market Gardeners

### Market Garden Collection

500 WM. BELT 500 SAMPLE  
500 LUPTON 500 HAVERLAND  
Purchaser to pay transportation charges.

The above varieties send only \$18.00



FORD

**Kindly Order by Number**

## Our Northern Garden Collections

These collections include the leading tested varieties and should be in the garden of every Northern home. We also include with these collections the Worlds Champion Everbearing, which has yet to have a close competitor, as it produces a wonderful crop of Large Red Berries of the finest quality in the Fall first year planted. Don't fail to send your order for one of these collections, you will never regret it.

### NO. 5.

25 PREMIER  
25 FORD  
25 BIG LATE  
25 DR. BURRILL  
25 CHAMPION Everbearing

\$2.00  
Post Paid

### NO. 6

100 EY. JERSEY  
100 AROMA  
100 GIBSON  
50 CHAMPION Everbearing

\$3.25  
Post Paid

### NO. 7

100 EARLY JERSEY  
100 GLEN MARY  
100 BIG JOE  
100 DR. BURRILL  
100 CHAMPION Everbearing

\$5.00  
Post Paid

## Everbearing Garden

Here Is A Garden That Will Give You Quick Results.

Plants set this Spring will fruit this Fall, giving you a fine supply of berries for your table when all other berries are off the market, bearing from August until hard freezing weather. They are fine.

### NO. 8

## Our Special All-Everbearing Collection

200 PROGRESSIVE  
25 LUCKY BOY

\$2.75  
POSTPAID



## Kindly Order by Number

### Our Southern Garden Collections

Here are some fine garden collections at a wonderful low price. These varieties are at their best in all the Southern states. We call them our Southern Garden Collections because they will endure the hot suns which they will be exposed to. We also include everbearing plants which will begin bearing in August of this year, and next year these gardens will produce abundantly of Big Red Delicious Berries from early Spring until late Fall.

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25 MITCHELL'S EARLY  
25 DR. BURRILL  
25 BIG WONDER  
25 CHAMPION Everbearing

\$1.50  
Post Paid

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50 MITCHELL'S EARLY  
50 EARLY JERSEY GIANT  
50 MARVEL  
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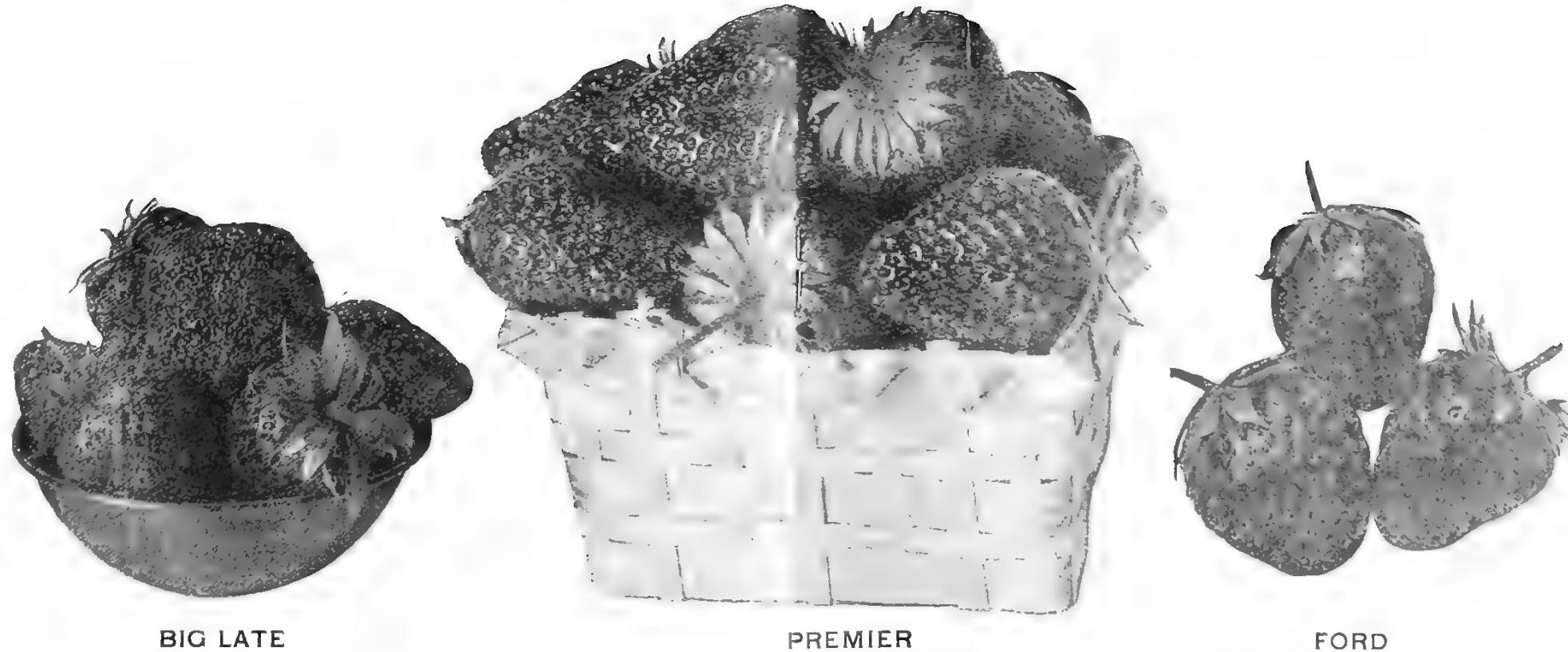
\$2.25  
Post Paid

#### NO. 3

100 ST. MARTIN  
100 MARVEL  
100 DR. BURRILL  
150 CHAMPION Everb'r'g.

\$4.50  
Post Paid

Treat Your Children Right--Give them all the Strawberries They Can Eat.



### The BIG THREE MONEY MAKERS

#### It's Not A Garden Until You Have Strawberries In It!

And as a special offer we are combining into Small Garden Collections the *Best Varieties Known to The Strawberry World--Delivered by The Postman to Your Door Postpaid.*

Our years of experience in the selecting of the best varieties for each section of the country is given you in these gardens. Just drop us a letter ordering any one of these gardens by number and you will never do a better or more pleasing thing for your family, and make your Garden a *Real Garden.*

Our one purpose in offering these gardens at such a greatly reduced price is to furnish every home with Big Red Delicious Berries from the first of the season until *late in the Fall* at a very small cost for production. These gardens are sufficient to take care of your table needs and also give you a nice supply for canning, as all these varieties are heavy producers of the finest quality berries.

#### NO. 4

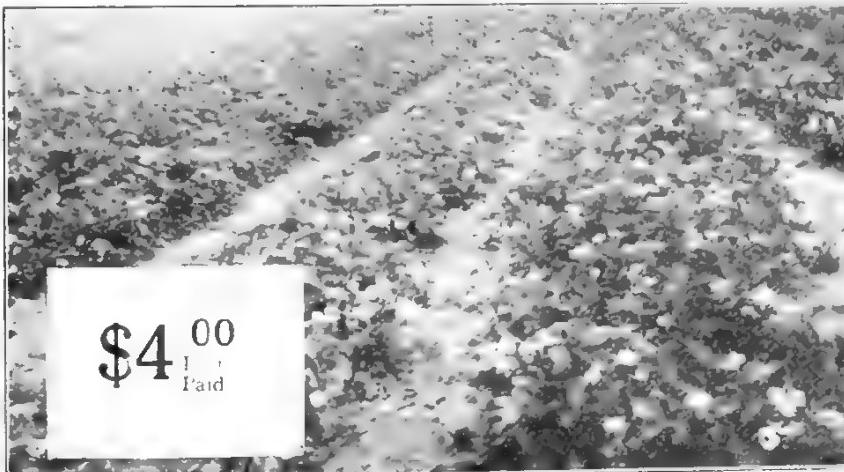
### Our BIG 4 GARDEN

100 PREMIER  
100 BIG LATE

100 FORD  
100 CHAMPION Everbearing

There is no better; good East North, South or West.

Our Special Prepaid Price Only



### Special to Market Gardeners

#### No. 9. Our Market Garden Collection

These varieties are known the country over as heavy producers of fine large berries of the best quality, ones that will command top prices on any market.

500 WM. BELT 500 SAMPLE  
500 LUPTON 500 HAVERLAND  
Purchaser to pay transportation charges.

\$10.00

If you wish 1000 each of the above varieties send only \$18.00

## Kindly Order by Number

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### Our Special All-Everbearing Collection

200 PROGRESSIVE  
25 LUCKY BOY

\$2.75  
POSTPAID

# What Our Customers Say About Us.

## THE TRUEST MEASURE OF SUCCESS OF A BUSINESS IS ITS NUMBER OF SATISFIED CUSTOMERS

Our long list of satisfied customers are considered by us to be our very best assets. Nothing is more pleasing to us than to open the morning's mail and read letter after letter praising our plants and our service.

These good letters all come to us unsolicited. They are from folks who just feel they have to tell us about the satisfaction they are getting from growing Townsends' plants. Many of these Folks we have been serving for more than twenty years, and in many sections where we started with a single customer twenty years ago, we now number them by the hundreds.

It is in this way that Townsends nursery has grown to be the largest of its kind in the world. Making a pleased customer, keeping him pleased so well that he becomes our Best Friend, and best advertisement. No pages of advertising that we can do is so valuable to us as our pleased customers, for what they say goes much farther with a prospect buyer than anything we could say.

The following list of testimonials were intended to be printed in our latest Catalog but were crowded out. So we are sending them in this pamphlet, feeling that they ought to be read by those who are asking for our Catalogues for the first time this season.

In most cases we are giving the full name and address, so that you can write any of them if you wish. Lots of them you probably know as your neighbors and visit them. A few object to using their address owing to correspondence.

Mr. R. T. Daugherty, Wakefield, Va. Plants purchased from you have always been good.

## MORE THAN 1200 QUARTS FROM 1200 PLANTS

From Taylor C. Lyford, Upton, Mass. The 1200 strawberry plants purchased from you in 1922 did splendid. They produced more than 1200 quarts of the finest berries. The Premier was the variety grown. I want 2000 more plants next spring and you bet they will be Townsends plants.

My berries sold for 5c to 10c per box more than others received, or any other berries sold in town. Don't fail to send me new catalog.

## TOWNSEND PLANTS ALWAYS TRUE TO NAME AND FINE PRODUCERS

Send me your catalog as soon as out. I want to place my order with you again. Last season I bought your plants, and some from a Tennessee grower which I got much cheaper in price. Well I was well pleased with your plants as I always am. But the Tennessee plants turned out to be a bad mixture. It does not pay to buy this cheap southern grown plants at any price. In trying to save a few dollars, we have lost many. I will send my order as soon as I receive your prices. It seems hard for people here to spend a few more dollars for something they know is absolutely true to name and will always please them.

Yours very truly,  
Chas. J. Bell, Morristown, Tenn.

NOTE—A few extra dollars spent for best plants or seed is well spent. Life is too short to spend our hours cultivating worthless plants.

Mr. Ben E. Spurgeon, West Union, W. Va. I have always had good success with your plants. My father recommended you to me ten years ago.



A Field of Dewberry Plants in Bloom.

For the last five years we have been devoting more acreage to the growing of Blackberries, and next to Strawberries we find them to be the most paying crop that we grow. We specialize in the running varieties, or DEWBERRIES, and find that these are the best money making varieties for nearly all sections. Blackberries can be made to pay big money on soil that will not produce any other crop. This worn out soil if it is light loose makes an ideal spot for the Dewberries, or they may be grown on new light spruce land just cleared with excellent results. One hundred and fifty to two hundred bushels crates can be grown per acre on most any old worn out soil and when it is considered that \$5.00 per bushel is a low average in any section it may readily be seen that Blackberries are a paying crop. Requires no fertilizers to grow good blackberries. About the only fertilizer I know of that would be an advantage to them would be wood ashes.

Most varieties should be planted in rows five feet apart by four feet, and cultivated each way. Plants should be set in the spring or very late in the fall and cultivated same as a crop of corn. After the second crop of berries is off, the vines should be mowed or cut off close to the ground, the old growth raked off and burned, a furrow from each side with a single plow thrown directly over the stocks just letting the furrows meet—not lap. Should lay this way for two weeks then cross harrow plants for the third season. This method is followed every year same as the third working out, and a bed of blackberries grown this way will last for many years. Any further advice on growing will be cheerfully given.

# WHAT OUR CUSTOMERS SAY ABOUT US--Continued

## A REGULAR CUSTOMER FOR 21 YEARS BOUGHT MILLIONS OF PLANTS AND ALWAYS FOUND THEM SATISFACTORY

For about twenty-one years we have been buying Townsends plants in a large way, some years as many as 500,000 plants have been purchased from you. In buying these million of plants and over this long period I have never received plants that were not absolutely true to name, and perfectly satisfactory in every way. I have recommended you to my many friends here around Norfolk and in other parts of the country. My interest in your nursery has probably been greater than you ever knew. You have always been reasonable in your charges for the extra high grade plants that you put out. I could not but help noticing the fact that during War times when prices of others went up 100 per cent and more that you kept your prices to the minimum, which fully brought out your fair dealing with your fellow men. We are planning a very large acreage here this winter and I will let you hear from me again as soon as I take the matter up with the tenants and tell them what you have offered us, and your recommendations as to the Premier, and Horsey varieties for this section. Believe me very truly yours,

T. E. Trotman, Churchland, Va.

Mr. M. C. Fitzgerald, Fairfax, Va., writes: From 1000 of your plants he received such a large return that he wants to plant several acres.

Mr. Elson Douse, West Danville, Vermont, writes that he is a pleased customer and that whenever he wants plants, Townsend gets the order.

Mr. E. F. Porter, Hennicks, N. H., writes—I have used your plants with perfect satisfaction, they have always done well.

Sidney L. Tibbets, Brooks, Maine, writes—Your plants do fine for me, do not fail to send us your catalogue.

Mr. E. M. Sanborn, Acton, Maine, writes—I was well pleased with your plants last spring and want more this season, send me your book of berries.

Mrs. Lee Anderson, Burlington, Vt., writes—We will not need to buy any plants this spring, but want to tell you that we were well pleased with our last year's purchase from you. Oh, what fine berries we had from those plants.

Mr. Frank S. Tyler, Fairfield, Maine, writes—I want you to send me your catalogue. I want another lot of your Premier plants, my crop was fine last spring and I want another 1000 plants as soon as I can get them in the ground.

Mrs. Porter Maxwell, Lost Creek, Va., writes—Your strawberry plants have done well for me, we are well pleased.

Bert S. Fairbank, Chester Depot, Vt.—The order of plants sent us last season was received in fine condition and many extra plants. I never saw a finer bed than we have. Will want another 1000 Premier this Spring.

Mr. Chas. Needman, Attleboro, Mass. Strawberry plants received last spring did fine.

## HER MONEY CAME THRU O. K. (Though we do not recommend this way.)

I am writing you Gentlemen, as I feel that I ought to. You received my order fr \$28.00 on the 9th. I put the cash in an envelope to get a money order from our Rural Carrier, and gave it to my little son to attend to. Instead of his getting a money order he sealed up the money and mailed it to you. When my husband learned this he scolded me for my carelessness and said that was the last of my \$28.00. But today when I received your acknowledgement of my order I felt good enough to set down and write you. And I am going to tell my Hubby that it makes no difference how you send the remittance as long as you are dealing with square deal folks. This is our third order from you and we have always been pleased with our buy. Very truly,

Mrs. Robt. McClucki, Williamsburg, Ind.

## TOWNSEND CANNOT DO TOO MUCH FOR HIS CUSTOMERS.

This is to acknowledge receipt of your Check for \$11.50 that you have collected for us for the lost crate of plants last year. We certainly thank you very much and suppose that had you not put in claim for us we would never have gotten a cent. Many thanks, we will try to reciprocate to you.

Our plants are paying us better than any other crop we are growing. We cleared over \$1,000.00 from the 5000 Premier plants last year, and have a good prospect for another crop. Will order more another Spring.

Faithfully yours,  
Geo. M. Thomas, Ruskville, Ill.

## WE HAVE TO SHOW THE FOLKS IN MO.

This is my fifth order to the Townsend nursery, and I want to say that I have never had better treatment from any concern than the Townsends have given me. Send this order when you think proper time to plant here. Enclosed find money order to the amount of \$65.00 Respt.

J. H. Linnett, Allendale, Mo.

Mrs. Joseph Derrickson, Marlboro, N. Y.—I want to tell you about my Townsend strawberry garden. From the 500 Progressive and Champion plants I sold more than 500 quarts of berries, and received nearly \$200. after the family had all they could use. I want to plant another bed larger this spring.

Mrs. Annie E. Huston, Madison, Mass. My plants are doing fine, and will want another lot next spring. Send catalogue please to the following who want some of your plants.

Mrs. Elizabeth Hayden, Olean, N. Y. Plants we received from you last season did very nice.

D. C. Cline, Melbourne, Fla. You have always sent me fine plants and true to name, expect to send you another nice order next spring.

Mr. G. R. Weyant, Hollidaysburg, Pa. I have planted your plants for the last eleven years. Plants received last spring were good as they always are, did not lose a single plant. My father started with you many years ago, and I have kept it up.

Mr. Hal F. Corbridge, Rushville, Ill. Plants I got from you done fine, well pleased. Enclosed find names of my friends who want your plants.

# WHAT OUR CUSTOMERS SAY ABOUT US--Continued

## PLANTS RECEIVED IN FINE CONDITION, WELL PLEASED

Chester Depot, Vt., May 19th, 1923.

Gentlemen:—Received my plants from you today in fine condition. Well pleased.

W. H. Hoskins.

## HAD A FINE CROP, WANTS MORE PREMIER

Ridgewood, N. J.

E. W. T. & Sons:—We have just finished picking our 5000 Premier plants purchased from you. We had a very fine crop of berries and want to get 5000 more next year.

Yours truly,

G. T. Cooper.

## ALWAYS A PLEASURE TO GROW TOWNSENDS PLANTS.

About twenty-one years ago I was at Salisbury, Md., and went out with you to your berry farms. You were picking strawberries. The finest I had ever seen. I could not get these big luscious berries off my mind. I told my wife that when the spring come we would try to grow ourselves some of these berries. The following spring I sent you an order for one of your strawberry gardens, this was my first experience in growing strawberries, we had a city lot about 50x100, I put one quarter of this in strawberries. From that day until now our garden has never been without a Townsend strawberry garden. We plant a new bed every other year. And now that we grow the Champion everbearing we have strawberries nearly all the year. But we never tire in eating them. They always taste like more. I know of no other work that your Folks could do that would mean more to the average town family than to talk them into planting a strawberry garden. It is always such a pleasure to grow strawberries. Especially the everbearing Champion which is best of all. Wishing you continued success, I am yours very truly,

Bowker, Pitts, Pa.

## ORDERED FROM IOWA, MICH., AND WYO., NEVER SAW AS GOOD PLANTS AS YOURS

I have got plants from Iowa, Mich., N. Y., Ark., but never received any as good as Townsends. Your quality plants should make your business grow. Its a pleasure to deal with you. Respt.

J. Jackson, Fresno, Calif.

## A GOOD ONE FROM PERU

Gentlemen:—I am still in the strawberry game. And have always been very successful in growing your plants. I think that the Premier is the best of all varieties yet. I have followed the Townsend way to grow big crops and find them the best way. Some others have tried to lead me their way but I find Townsends Ideas is best. I am enclosing a couple pictures of my field which will give you an idea of my success and how I appreciate your services. A pleased customer.

T. E. Bonehard, Peru, N. Y.

## CONCORD, N. H.

Gents: Strawberry plants arrived in fine shape, am much pleased with your plants and for the "Extras."

Robert T. French.

Mr. J. V. Walker, Union, W. Va. The 2000 plants I bought of you 1922, I sold 110 bushels from in 1923.

Your Friend Walker.

NOTE: This is at the rate of 440 bushels per acre or 14,080 quarts.

## TOWNSENDS PLANTS BEST FOR TEN YEARS

Shelburne, Maine, April 16th, 1923.

Mess. E. W. T. & Sons,  
Salisbury, Md.

About ten years ago I saw your Catalogue, and concluded to give you an order as I had been paying about three times your price for my plants. I like lots of others had been told that your plants from the East would not do as well here in the cold North. I was agreeable surprised when I received the plants, they were larger plants than I had ever seen before. Every one lived and grew the best I had ever had any to do. I raised a fine crop of berries the following season, and have never failed to send Townsends my order since. I know of no one in this vicinity now that does not grow Townsends plants. They are hardier, and more productive than the plants grown up here. Owing to my old age and shortage of labor I have to cut it out pretty soon, as I am now seventy-eight, and alone, for I lost my Companion last March, a year ago. With very best wishes for your continued success, I am yours as an old pleased customer and friend,

Jacob Mercedes.

## THANKS US FOR THE VERY FINE PLANTS

Always Gets Fair Treatment.

I received my plants from you several years, and always get fair and square treatment. Enclosed find another order for 5000 your early, medium and late. Leave the selection to you as you have never missed yet.

With kindest regards to all the boys,  
Lemuel H. Frankfurst, Tingaphagoag, Maine.

From Mr. Peter Bunk, Kinderhook, N. Y. Received my plants from you in good shape, am well pleased with them and thank you very much.

Cumberland, Ind., March 3rd, 1923.

E. W. T. & Sons, Salisbury, Md. Gents:—Please send me another 1000 Premier plants. I have found this to be my best variety. I have also found that Townsends Nursery is the best place to buy plants and a good Company to deal with. Plants always received in such nice condition.

Alfred Hedger.

## WHAT A FEW OF THE LARGEST GROWERS AND BUYERS OF NURSERY STOCK SAY ABOUT THE TOWNSEND NURSERY

Plant City Growers Association  
Plant City, Florida,  
R. M. Anderson, Mgr.

This is probably the largest Association of strawberry growers in the U. S.

Mr. Anderson writes us that they have been buying our plants ever since the Association was organized, and have always found them satisfactory and to please their growers. It takes millions of plants to supply this Association every year.

A. M. Blanchard & Son  
Lawtey, Florida.

Mr. Blanchard writes us that Townsends plants are the best in the world, that he has been using them every year for nearly twenty years, and has always found them of the very highest quality.

T. E. Trotman  
Churchland, Va.

Mr. Trotman writes us that for twenty-one years our plants have given him the very best of satisfaction, and in that time he has purchased millions of our plants.

# WHAT OUR CUSTOMERS SAY ABOUT US--Continued

## A NEW ENGLAND CUSTOMER UP IN THE PINE STATE FINDS TOWNSENS PLANTS 128 PER CENT PERFECT

Extracts from a letter written us by J. F. Bridges & Son, York County, Maine. Mr. Bridges says: "Who can beat this?" I ordered 100 Ford plants and received 128, every plant grew fine." This is Maine 600 miles away from you.

## TOWNSENS PLANTS BEST IN THE DISTRICT OF CONCORD JUNCTION, MASS.

Gentlemen: It is a pleasure to write you this letter. The plants I have been getting of you are the most vigorous plants I have ever seen or grown. They always attract the attention of the passers by, and they want to know where my strain came from. I am always pleased to tell them from Townsend, and feel that my debt of gratitude is only partly paid. I am pleased to send you a list of names of my friends who want to grow your plants. If I can be of further service to you "sing out."

Very truly yours,  
Wm. A. Massey,  
Concord Junction, Mass.

From J. W. Baher, Va., Plants reached me in good shape, nice plants.

## TOWNSENS PLANTS GROW IN STONE AND IRON ORE

From Enoch J. White, Pittston, N. J. Plants bought from you last spring grew fine in spite of the worst drouth. Planted on a hill side with stone and iron ore. I had to shovel dirt to cover the plants in some places, where there was all rock, but we had fine big berries and they all grew nice. Some of the berries as large as crab apples. I would like for you to see the place where they were planted, weeds could not even grow. I will want more plants.

## FROM POSTMASTER TOKOHOMA, JAPAN.

### Plants Carry To Japan in Good Condition.

Received a package of plants bearing your name and address. Plants in good condition. But cannot locate Consignee. Please advise.

## TOWNSENS PLANTS TWICE AS LARGE AS OTHER PLANTS, AND BEAT POT GROWN PLANTS FOR GROWING.

Just a line to inform you that the plants purchased from you set out the same day in the same bed are twice to three times as large as the plants purchased elsewhere of the same variety at three times the price paid to you. Thanks for the fine plants and a square deal. You will get all my next order.

Yours truly,  
Jas. Marsh, Oyster Bay, N. Y.

W. T. Wallis, Ronley, Mass. I have always been satisfied with your plants.

## IS TOWNSENS NURSERY RELIABLE? We Will Leave It to Our Customers to Say.

Enclosed please find M. O. for \$3.25 for the extra plants sent us. We wrote you on the 14th that we were 500 plants short, and the next day received the missing plants by mail postpaid. Today we received a duplicate order in answer to our letter of the 14th, this plainly shows me that you people are on the square so I am going to be square with such folks too, and send you the money for the last lot of plants with the amount of postage paid on them. You have always sent us fine plants and we are Townsends regular customers, and Townsend "Boosters."

Frank J. Skknan, St. Joseph, Mich.

Mr. E. P. Harriger, Sligo, Pa. Plants bought of you last spring produced a fine crop this year. Variety Progressive.

John G. Eberwine  
Deans, Va.

Mr. Eberwine is one of our very oldest customers who has not failed in twenty years or more to send us his orders. Never less than 50,000 plants. He writes us that your services has always been perfectly satisfactory.

Walter N. Staunton  
Sweedesboro, N. J.

Mr. Staunton has used our plants for a number of years, and writes us that he had never seen better quality plants than we ship.

Mr. Staunton is the largest grower of strawberries in his section.

Mr. R. M. Shoop  
Hollidaysburg, Pa.

Says I never saw better plants than I have always got from you people.

## FROM HERBERT E. JORDAN, PORTLAND, MAINE

Strawberry plants received from you best plants ever received from anyone.

## BEST PLANTS IN 30 YEARS

Prosser, Wash., August 20th, 1923.

E. W. Townsend & Sons: Gents—I would like to tell you how our plants done this year. We moved from Viola about the time the plants were shipped and left word with the agent to reship them to us to Prosser, Wash., which would take about two days. They were on the road a week. But I want to say that I never saw better plants and never had a finer stand than now, I have had plants from all over the country for over 30 years, and these are the best I have ever grown.

Respt. yours,  
L. A. Buswell.

Geo. M. May, Friedens, Pa. Your plants surely are fine. I will send you another order.

FALL  
1923

SPRING  
1924

# TOWNSEND'S PRICES

## OF HIGH GRADE STRAWBERRY PLANTS EVERBEARING VARIETIES

	1000
Worlds Champion (per)	\$15.00
Progressive (per)	8.00
Perfection (per)	10.00
Lucky-Strike	
Lucky Boy	
Minn. No. 17	
Never Fail	
Superb	

) See prices at bot-  
tom of page.

## EARLY VARIETIES

	\$4.00
Excelsior, (per)	\$4.00
Early Jersey Giant, (per)	5.00
Ey Ozark, (per)	6.00
Horsey, (per)	5.00
Howard 17, (per)	5.00
Missionary, (per)	4.00
Mitchells Early, (per)	4.00
Premier, (per)	5.00

## EARLY TO MID-SEASON VARIETIES

	\$5.00
Bun Special (per)	\$5.00
Dr. Burrill (per)	4.00
Delicious (per)	5.00
Collins (per)	5.00
Eaton (per)	8.00
Haverland (imp)	5.00
Klondyke (per)	4.00
Lady Tompson (per)	5.00
St. Martin (per)	8.00
Sen Dunlap (per)	4.00
War-Dyke (imp)	15.00
Warfield (imp)	4.00
Tenn. Prolific (per)	5.00

Prices for less than 1000 plants. Each variety must be added separate. Two varieties cannot be added together in order to make a cheaper rate.

	\$4.00	\$5.00	\$6.00	\$8.00	\$10.00	\$15.00	\$50.00
25 plants	.35	.40	.45	.65	.75	1.00	2.00
50 plants	.55	.60	.70	.85	1.00	1.50	3.00
75 plants	.75	.80	1.00	1.20	1.50	2.00	4.00
100 plants	.90	1.00	1.25	1.50	1.75	2.50	5.00
150 plants	1.10	1.25	1.60	1.75	2.15	3.50	7.50
200 plants	1.40	1.50	1.90	2.00	2.50	4.25	10.00
250 plants	1.55	1.75	2.20	2.40	3.00	5.00	12.50
300 plants	1.70	2.00	2.50	2.75	3.50	5.75	15.00
350 plants	1.90	2.25	2.75	3.15	4.00	6.50	17.50
400 plants	2.10	2.50	3.00	3.50	4.50	7.00	20.00
450 plants	2.30	2.75	3.25	4.00	5.00	7.50	22.50
500 plants	2.50	3.00	3.50	4.50	5.50	8.00	25.00
3,000 plants	11.25	14.00	17.25	24.00	30.00	36.00	
5,000 plants	17.50	23.75	27.50	37.50		55.00	
10,000 plants	32.50	45.00	50.00	70.00		100.00	

Prices of Lucky Boy, Minn. No. 17, Never Fail and Superb: 25 Plants \$1.00; 50 Plants \$1.50; 100 Plants \$2.50. Large quantities at the 100 rate.

Lucky Strike—In lots of 12, 25 and 50, at \$5.00 per dozen. \$10.00 per 25, and \$22.50 per 50 plants. No more than 50 plants sold to any one customer.

**More Than 600 Acres In  
The Townsend Nurseries**

From a very small beginning in 1900 The Townsend Nurseries stand to-day at the top of the ladder as compared with any other small fruit plant concern in the world.

We have just added 200 more acres to our nursery farms of the finest new land on the Eastern Sho' with an option on 700 acres more adjoining land.

This information is not given in a boastful way, but to show the constantly increasing demand for Townsend's High Grade Plants and Townsend's Service. There is no other section in the United States so well situated for the growing of high grade nursery stock as the Eastern Sho' of Maryland.

**We Have The Soil  
And The Climate**

These are two most essential points, and without them ideal stock cannot be grown. And when Nursery Stock receives the special care that is given to it under the Townsend way of growing and selecting it has reached the mark of perfection. The thousands of letters received from our customers every year bear us out in every claim that we make for our plants. We have always been modest in our claims, in our advertising and our books, preferring to let our customers do most of the talking. Our one aim is to "grow the best" and to price it just as low as we can, and make a living profit. We have not grown rich in the business. Most of our profits have been returned to the business every year in the way of adding more acreage and improving our facilities in order to handle our ever increasing business. We are now better prepared to serve you than ever before.

**Our Service Department**

Every letter pertaining to your order has been read and answered by the writer for the last twenty years, and it is my hope that I may be able to continue this service for you for many more. Before this booklet reaches your hands I will have reached my forty-eighth birthday. I have with me my two only sons, working shoulder to shoulder with me. Each one is an expert in his field. Ernest Jr., has charge of the farms, besides acting as Sec-Treas. L. Sherman, is packing foreman, and assistant Mgr. Besides my sons, are many men who have grown up in the business with me. Every employee is paid good living wages, and has an interest in the business. Every one of us welcome your orders and always do our best to please you.

# PRICE LIST

OF

## BLACKBERRIES, DEWBERRIES, RASPBERRIES, CUR-RANTS, ASPARAGUS, ETC.

### DEWBERRIES

	Each	12	25	50	100	250	1000
Aus-Lu .....	\$ .25	\$2.50	\$4.50	\$7.50	\$12.00	\$25.00	\$75.00
Delicious .....	.25	2.50	4.50	7.50	12.00	25.00	75.00
Pan-American .....	.25	2.50	4.50	7.50	12.00	25.00	75.00
Austin .....	.10	.75	1.00	1.50	2.50	4.00	15.00
Lucretia .....	.10	.75	1.00	1.50	2.50	4.00	15.00
Texas Everbearing .....	.25	2.50	4.50	7.50	.....	.....	.....
Snow White B. B. ....	.25	2.50	4.50	7.50	.....	.....	.....
Crystal White .....	.25	2.50	4.50	7.50	.....	.....	.....

### RASPBERRIES

Gold Dollar .....	\$1.00						
St. Regis (red) .....	\$ .10	\$ .75	\$1.00	\$1.75	\$ 3.00	\$ 7.50	\$25.00
Cuthbert (red) .....	.10	.75	1.00	1.75	3.00	7.50	.....
Erskine Park (red) .....	.15	1.00	1.50	2.50	4.50	10.00	.....
Miller (red) .....	.15	1.00	1.50	2.50	4.50	10.00	.....
Early King (red) .....	.10	.75	1.00	1.75	3.00	7.50	25.00
Plum Farmer (black) .....	.10	.75	1.00	1.75	3.00	7.50	25.00
Cumberland (black) .....	.10	.75	1.00	1.75	3.00	7.50	25.00
Honey Sweet (black) .....	.10	.75	1.00	1.75	3.00	7.50	.....
Royal Purple .....	.15	1.00	1.50	2.50	4.50	10.00	.....

### ASPARAGUS

Washington Strain (1 yr. old) .....	\$1.75	\$ 3.00	\$ 7.50	\$25.00
Giant Argenteuil (1 yr. old) .....		1.50	2.50	7.50
Palmetto - Conovers (1 yr. old) .....		1.50	2.50	7.50
Barrs Mammoth (1 yr. old) .....		1.50	2.50	7.50
Washington (2 yr. old) .....	2.50	5.00	10.00	35.00
Standard Varieties (2 yr. old) .....		2.00	3.00	10.00
Standard Varieties (3 yr. old) .....		4.00	7.50	25.00

### GRAPES

	Each	10	25	50	100	250	1000
Caco (1 yr. old) .....	\$ .50	\$4.00	\$7.50	\$12.50	\$20.00	\$40.00	\$125.00
Caco (2 yrs. old) .....	.75	6.00	12.50	20.00	35.00	75.00	250.00
Concord (1 yr. old) .....	.10	1.00	1.75	3.50	7.00	15.00	50.00
Concord (2 yrs. old) .....	.20	1.75	3.50	6.00	11.00	25.00	90.00
Niagara (1 yr. old) .....	.20	1.75	3.50	6.00	11.00	25.00	90.00
Niagara (2 yrs. old) .....	.30	2.50	5.00	9.00	17.00	40.00	125.00
Worden Blue (1 yr. old) .....	.20	1.75	3.50	6.00	11.00	25.00	90.00
Worden (2 yr. old) .....	.30	2.50	5.00	9.00	17.00	40.00	.....
Crystal White Grape (1 yr. old) .....	.50	4.00	7.50	12.50	20.00	40.00	125.00
Crystal White (2 yr. old) .....	.65	5.00	10.00	17.00	30.00	.....	.....
Delaware (red) 1 yr. old .....	.20	1.75	3.50	6.00	11.00	25.00	90.00
Delaware (red) 2 yr. old .....	.30	2.50	5.00	9.00	17.00	40.00	125.00
Agawam (red) 1 yr. old .....	.20	1.75	3.50	6.00	11.00	25.00	90.00
Agawam (red) 2 yr. old .....	.30	2.50	5.00	9.00	17.00	40.00	125.00
Catawba (red) 1 yr. old .....	.20	1.75	3.50	6.00	11.00	25.00	90.00
Catawba 2 yr. old .....	.30	2.50	5.00	9.00	17.00	40.00	125.00
Hubbard (black) 1 yr. old .....	.50	4.00	7.50	12.50	25.00	40.00	125.00
Hubbard 2 yr. old .....	.65	5.00	10.00	17.50	30.00	.....	.....
Hubbard, 3 yr. old .....	.75	6.50	15.00	30.00	60.00	bearing size	
Clinton, 4 yr. old .....	.75	6.50	15.00	30.00	60.00	bearing size	
Concord, 4 yr. old .....	.75	6.50	15.00	30.00	60.00	bearing size	
Moores Early, 4 yr. old .....	.75	6.50	15.00	30.00	60.00	bearing size	

PARCEL POST RATES on Dewberry, Raspberry, Asparagus, Grape-vines, Curants, etc., every ten plants, same as 100 strawberry plants. For instance, 10 Grape Vines in the 3rd zone will be 15c and so on. Over 100 cane plants will go cheaper by Express, and often we are compelled to ship that way owing to the size of package.

Special prices quoted to market gardeners on lots over 1000, and we will quote prepaid prices on lots of 1000 and up. Please do not ask for special prices on lots under 1000 as we have made our price list as low as we possible can grow our high grade stock for at this time. We guarantee safe delivery and high grade true to name plants.



A Mid-Winter Scene At Townsends' Plant Farms, Salisbury, Md.      Truck

E. W. TOWNSEND & SONS  
GROWERS OF HIGH-GRADE  
STRAWBERRY PLANTS  
AND OTHER SMALL FRUIT PLANTS  
SALISBURY, MD.

1c Paid  
Permit No. 6.  
Salisbury, Md.

Charles S. Phipps,  
Pocopson, Pa.